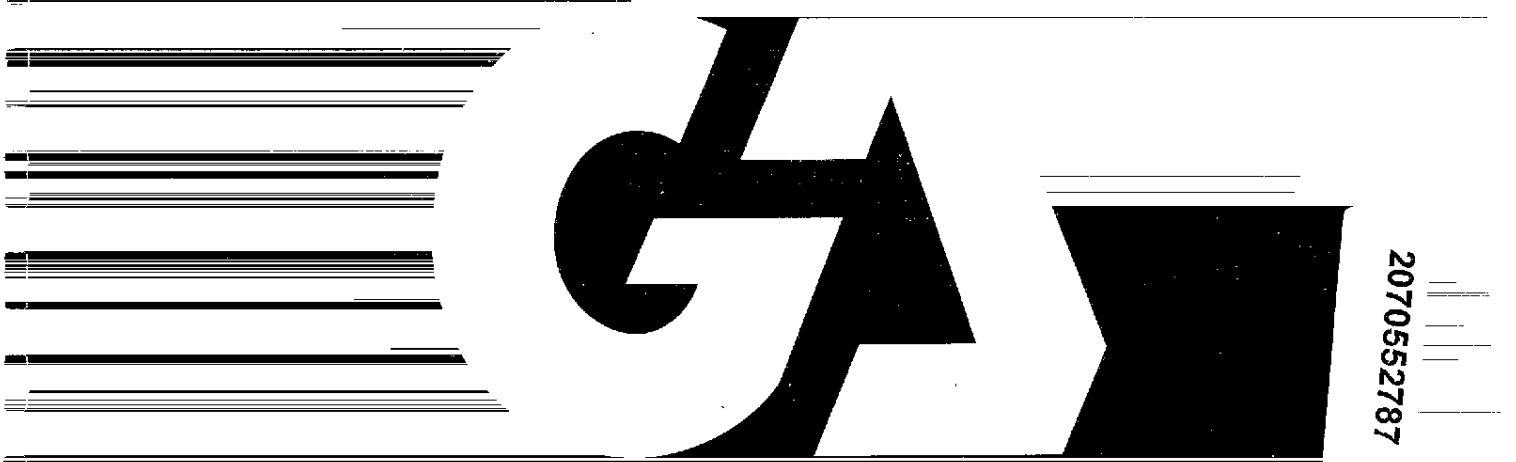


2070552787

Guiles Associates

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

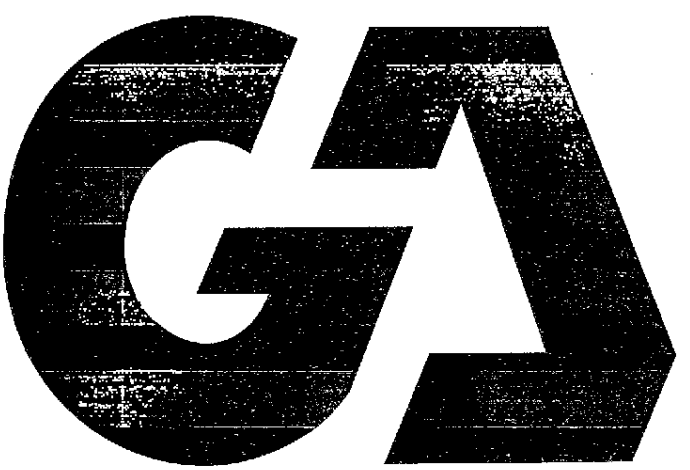
Guiles Associates
Market Research

500 West 43rd Street
New York, NY 10036
Tel: 212.967.6165
Fax: 212.967.3849

Virginia Slims Exploration

SEPTEMBER 1996

GA JOB 6928: NEK



Guiles Associates

2070552788

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

TABLE OF CONTENTS

I.	BACKGROUND & OBJECTIVES		1
II.	RESEARCH DESIGN		
III.	KEY FINDINGS		2
	1.	CORE CONCEPT	
	2.	COPY	
	3.	LANGUAGE: PRONOUNS	3
	4.	BRAND/PRODUCT CUES	
	5.	SEXUAL / PERSONAL ELEMENTS	4
	6.	EXECUTIONAL ATTRIBUTES	
IV.	DETAILED FINDINGS: EXECUTIONS		5
	1.	MORE APPEALING	
	1.1	"Bag It"	
	1.2	"Fast Car"	6
	1.3	"Emelda"	7
	1.4.	"Possession"	8
	1.5	"Pull Over"	9
	1.6	"Stuff It"	11
	1.7	"Don't Ask Don't Tell"	12
	2.	MODERATELY APPEALING	13
	2.1	"In Your Face Lace"	
	2.2	"Miracle Bra"	14
	2.3	"Muscle Beach"	15
	2.4	"Call Waiting"	17
	2.5	"Listen Up"	18
	3.	LEAST APPEALING	19
	3.1	"Pillow Talk"	
	3.2	"Spin Cycle"	20
	3.3	"TV Dinner"	21

2070552789

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

I. BACKGROUND & OBJECTIVES

Philip Morris is continuing to evolve the advertising campaign for Virginia Slims, "It's A Woman Thing." Research was therefore required to evaluate responses to new executions.

II. RESEARCH DESIGN

A total of 9 Triads and 7 In-depth Interviews (IDI's) were conducted on September 16th in New York City and on September 17th and 18th in Charlotte, North Carolina among female smokers aged 25 - 39.

Participants were recruited as follows:

Virginia Slims Smokers:	**25 to 34 Year Olds**	**35 to 44 Year Olds**
	- 2 Triads - 2 IDIs	- 2 Triads - 2 IDIs
Competitive* 100's Smokers:	**25 to 29 Year Olds**	**30 to 39 Year Olds**
	- 3 Triads - 2 IDIs	- 3 Triads - 2 IDIs

* Competitive brands included Merit, Marlboro, Camel, Parliament, Benson & Hedges, Vantage, Kent, Salem, and Kool, with no more than one Marlboro or Camel smoker per group.

2070552790

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

III. KEY FINDINGS

1. CORE CONCEPT

Respondents in this research seemed to understand the core concept of the advertising to be that Virginia Slims is a brand for women. Further, respondents sometimes discerned the message that women have a choice, and that they could choose Virginia Slims.

Overall, respondents perceived the executions to be appealing and personally relevant. Some executions seemed to evoke a sense of empowerment, which they may have retained from the previous campaign ("You've Come a Long Way, Baby").

2. COPY

In this research, two executions from the current campaign were briefly exposed and discussed. Of the few respondents who recognized these executions, almost none had read the copy. Respondents sometimes required urging to read the copy even in the interviews.

In contrast, the reorganization and enlargement of the text in the new executions seemed to greatly enhance attention to the copy and the connection to the "It's A Woman Thing" tagline. Given that consumers seem to cue first and often only to the visuals in the current campaign, that respondents in this research sometimes did so even with rough, black and white visuals, and that the slogan does not seem to stand alone, it is recommended that Philip Morris retain the improved link between the visual and the copy.

Further, the link between the copy and the visuals is particularly crucial in this campaign. Respondents were sometimes confused by copy that seemed contradictory or incongruous to the visuals. Therefore, it is recommended that particular attention be given to enhancing the connection between the copy and the visuals.

2070552791

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

3. LANGUAGE: PRONOUNS

Overall, respondents reacted positively to the use of plural pronouns ("we" and "our") to refer to women in general. **Plural pronouns seemed most acceptable and/or preferred in those executions perceived to truly represent women exclusively or to depict women conversing with each other.**

- Positively and most often, usage of "we" and "our" seemed to achieve:
  - ∞ Overtones of Community/Alliance

    It's about sisterhood and unity. ("Spin Cycle")
  - ∞ Authenticity

    "We" is ok here because women are the only ones buying bras. ("Miracle Bra")

    It's fine in this one because it's really women talking to each other, even if they're not actually in the ad. ("Miracle Bra")
- Negatively but less often, this language was sometimes perceived as:
  - Stereotyping

    I don't like it. It's stereotyping women, like we all do this. ("Bag It")
  - Unrealistic

    We're not all the same, we don't all think alike. It should be "I." ("Fast Car")

4. BRAND/PRODUCT CUES

Some respondents perceived the executions and even the concept itself as lacking in product and/or brand cues. These respondents preferred executions and/or visuals that more strongly cued product, either by depicting smoking in a believable situation (e.g., "Spin Cycle") or by evoking a smoking occasion (e.g., "Don't Ask Don't Tell").

2070552792

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

5. SEXUAL / PERSONAL ELEMENTS

Some respondents, primarily the older smokers, reacted negatively to executions they perceived as highly sexual or personal. Although interpretation of these characteristics varied considerably among executions, those who perceived elements of an execution to be highly sexual or personal often reacted negatively either to those elements or to the entire execution.

I can't stand the way they use sex to sell everything these days. What does it have to do with cigarettes?

That kind of thing is nobody's business. It has no place in an ad.

6. EXECUTIONAL ATTRIBUTES

Respondents consistently identified specific attributes in the more successful executions. Given continued evolution of the current campaign, the following characteristics appear most effective in generating appeal:

- sense of empowerment/independence
- personal relevance
- humor
- minimal stereotyping
- intimacy/emotional bonding between women
- product/usage cues

2070552793

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

IV. DETAILED FINDINGS: EXECUTIONS

1. MORE APPEALING

1.1 "BAG IT"

(i) **Summary**

"Bag It" was certainly among the most well-received executions. Even those respondents who viewed it negatively usually perceived it as personally relevant and/or realistic.

(ii) **Positively**, and more often, "Bag It" was perceived as:

- Personally Relevant/Realistic: Many respondents claimed to relate to the concept; nearly all at least were reminded of someone the execution seemed to represent.

  My keys, my Chapstick, my son's toys, everything.

- Amusing: The concept and copy were often so accurate as to be amusing.

  It's funny because it's so true. Tell me you don't have a purse like that.

- Relatively Impactful: Respondents seemed to remember and refer back to this execution more often than others.

  I'd remember this one. It's just so true.

- Vaguely Relevant: Some respondents who criticized the absence of product in other executions perceived "Purse" as more relevant.

  I'll bet she's got cigarettes in that purse. That's probably what she's looking for.

(iii) **Negatively**, but less often, "Bag It" was perceived as:

- Overly Sexual: While this reaction may be due in part to a confusing visual, which might be alleviated by photography, some respondents stated that the subject's clothing and pose were too sexually evocative.

  Who bends over like that? It would've been a 10 (rating) *if she'd had a longer skirt on. This says it's ok for her to bend over with her behind sticking out.*

2070552794

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

- Not Personally Relevant: Some respondents did not relate to the execution and found it uninteresting.

  It just doesn't do anything for me.

(iv) **Confusing Elements** included:

- Subject's Clothing: Respondents variously interpreted the subject's clothing as a miniskirt, leggings, long boots, etc. These elements were probably a function of the ad being a black and white sketch, as opposed to finished photography.

1.2 "FAST CAR"

(i) Summary

Overall, "Fast Car" was fairly well received. Many respondents perceived it to be personally relevant, realistic, and depicting competence. Others, however, viewed it as unrealistic and stereotypical.

(ii) **Positively**, and fairly often, "Fast Car" was perceived as:

- Personally Relevant/Realistic: Many respondents claimed that the concept was true for themselves or for other women.

  I have done that so many times. Gotta hurry, put your makeup on in the car.

- Conveying Competence/Power: Some respondents perceived the line "Because We Can" as conveying self-confidence and a uniquely feminine ability to accomplish several tasks at once.

  I love that attitude. "Because we can" - that's why we do it.

(iii) **Negatively**, "Fast Car" was perceived as:

- Unrealistic: Some respondents claimed that the entire concept or various elements of the execution were unrealistic.

  Nobody really does that. A man made that up.

  Ok, she's going 65 miles an hour with the wind blowing in her face, putting on mascara, smoking a cigarette? That's a little much.

2070552795

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

- Stereotypical/Trite: Respondents sometimes perceived this activity as stereotyping women as frivolous and irresponsible.

  I can't stand people who do that. It's silly and dangerous. I know some women do that, but this seems like it's putting women down to show women this way. You know, women fussing with their makeup and all.

- Meaningless: Some respondents were unable to discern a message.

  What does that mean, "Because we can?" This is just silly.

1.3 "EMELDA"

(i) Summary

Many respondents enjoyed this execution's humor, personal relevance, and "attitude." Others found it stereotypical and irrelevant.

(ii) Positively, "Emelda" was perceived as:

- Personally Relevant/Realistic: Some respondents asserted that the concept accurately represented women.

  Look down. What color are your shoes? Now I know that's not your only pair of black shoes.

- Conveying Self-Confidence/Independence: Respondents sometimes remarked that the line "Why not?" conveyed an attitude of self-confidence and independence.

  That's exactly the reason - why not? Why shouldn't I have fifteen pairs of black shoes if I want them? I like that attitude. I can have as many black shoes as I like - it's up to me.

(iii) Negatively, "Emelda" was perceived as:

- Not Personally Relevant: Some respondents did not relate to the concept and found it unappealing.

  This is ridiculous. Who really has fifteen pairs of any shoes?

- Stereotyping: Respondents sometimes perceived the concept as trite.

  Here you go. All women think about is shoes, right?

- Irrelevant: The concept often seemed disconnected from the product or brand.

  Same thing - it's cute, it's even like me, but what does it have to do with cigarettes?

2070552796

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

1.4. "POSSESSION"

(i) Summary

This execution was also fairly well received. It was often considered personally relevant and amusing. Those respondents who reacted negatively did so primarily to specific elements which may be changeable, such as the choice of a tie. Negative reactions seemed diminished when respondents interpreted "ours" to mean "yours and mine."

(ii) **Positively**, and fairly often, "Possession" was perceived as:

- Personally Relevant/Realistic: Most respondents claimed to have borrowed clothing from a male partner or relative.

  Is there any woman on earth who hasn't done that?

- Amusing/Pleasantly Evocative: This execution seemed to evoke pleasant, often amusing, memories for many respondents.

  It becomes your favorite shirt. You put it on and you feel good in it. It reminds you of whosever it was.

- Playful: Respondents sometimes described this execution as playful, particularly when interpreting "ours" to mean "yours and mine."

  It's cute. My husband knows when I like something of his, suddenly it belongs to both of us.

- Conveying Self-Confidence/Assertiveness: Some respondents admired the attitude the execution seemed to convey.

  Women know what they want and they take it.

(iii) **Negatively**, "Possession" was sometimes perceived as:

- Meanspirited (Copy): Some respondents disliked the attitude they discerned from the line.

  It's so controlling. It's mean.

  It makes women look like thieves.

2070552797

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

- Implausible (Tie): Most respondents claimed that a tie was not a realistic choice for the visual. Suggestions included a shirt or robe.

  A tie would be the last thing I'd borrow. How many women take a tie and wear it? But a blue oxford shirt or something - it'd be a shirt.

- Confusing: Respondents varied in their interpretation of the copy (see IV.1.4) or were confused.

  Oh, wait, I thought "ours" meant his and hers both.

- Irrelevant: Some respondents claimed that the execution was not relevant to and did not cue the category or brand.

  It's cute but what does it have to do with Virginia Slims? And where's the cigarette?

(iv) **Confusing Elements** included:

- Implausible Article: Most respondents asserted that a tie was incongruous in this context.
- "It's Ours": Some respondents assumed that "ours" referred to women in general ("we"), while others interpreted "ours" as both subjects.

1.5 "PULL OVER"

(i) Summary

"Pull Over" was among the most well received. Respondents nearly always related to the scenario ("we'll still respect you"). The execution - particularly the visual - also seemed to depict a woman taking charge of a situation perceived as traditionally controlled by men. Many, however, viewed the visual as incongruous to the copy; others failed to perceive relevance to the product or brand.

(ii) Paradox

The element of this execution that respondents often appreciated most was the visual illustrating a woman controlling the driving situation. However, respondents often remarked that the copy indicated that the male subject should be driving. While switching the drivers would alleviate the contradiction, it might also eliminate one of the most successful elements of the execution, that of communicating empowerment.

2070552798

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

(iii) **Positively**, and more often, "Pull Over" was perceived as:

- Personally Relevant: Most respondents claimed to have experienced this situation on many occasions.

  You can be lost for hours. Can you please just pull over and ask someone? Nope. I know where I am, I know where I am!

- Conveying Strength/Empowerment: The visual in this execution seemed relatively successful at delivering a message of empowerment and independence.

  She's driving, see? So she didn't care what he thought, she just pulled over and got directions. She took charge.

  Women have to do the work. If you want to get somewhere, you have to get the directions yourself. You have to take charge.

- Realistic (Men): Respondents generally viewed the execution as accurately representing men.

  Men just refuse to ask directions. I don't mean to put them down, it's just true.

- Impactful: This execution often generated animated discussion, with respondents sharing pertinent anecdotes and applauding the subject for taking charge.

  I swear, this was me on Sunday.

- Amusing: Respondents often laughed out loud at the perceived accuracy of the concept.

(iv) **Negatively**, but less often, "Pull Over" was perceived as:

- Incongruous/Confusing: To some, the copy indicated that the male subject should be driving.

  If she's driving, she doesn't need to try to get him to stop. It doesn't make sense.

- Irrelevant to Product/Brand: Some respondents perceived no relevance to cigarettes.

  It's true and it's funny but it doesn't tell me anything about Virginia Slims.

(v) **Confusing elements** include:

- Composition of Characters: As discussed earlier, some respondents perceived the copy as contradicting the visual.

2070552799

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

1.6 "STUFF IT"

(i) Summary

Overall, "Stuff It" was among the most well-received executions. The concept often seemed personally relevant and conforming well to the theme. Some respondents, however, did not relate to it and did not perceive it as relevant to the product or brand.

(ii) **Positively**, and more often, "Stuff It" was perceived as:

- Personally Relevant/Realistic: Many respondents revealed similar experiences and viewpoints.
- Amusing: Respondents were often amused by the perceived accuracy of both the visual and the copy.
- Pleasantly Evocative: A few respondents remarked that the suggestion of vacation was appealing.
- Thematically Consistent: This execution seemed particularly consistent with the slogan.

> *That just really is a "woman thing." Men throw a few shirts in a bag. Women throw their whole wardrobes in. It makes me nervous if I can still fit anything in there.*

(iii) **Negatively**, but less often, "Stuff It" was perceived as:

- Stereotypical: Some respondents rejected the concept as stereotyping women.

> *She's the stereotypical woman - a clothes horse, has a lot of clothes, spends a lot of time packing. It's regressive.*

- Irrelevant: Respondents sometimes criticized the absence of brand or product cues and did not perceive the concept as relevant to cigarettes.

(iv) **Confusing elements** included:

- Luggage: Many respondents remarked that the luggage depicted should be a suitcase rather than a duffel bag.

2070552800

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

1.7 "DON'T ASK DON'T TELL"

(i) Summary

Overall, "Don't Ask Don't Tell" was one of the most well-received executions. Even respondents who criticized other executions as stereotyping perceived "Don't Ask Don't Tell" as evoking a sense of intimacy and bonding. Those who reacted negatively generally remarked on the language and the lack of product cues.

(ii) **Positively**, and fairly often, "Don't Ask Don't Tell" was perceived as:

- Personally Relevant/Realistic: Respondents often claimed that women do participate in conversations often considered frivolous by men.

  I know men think we're talking about stupid stuff. To us, it's not stupid, it's important. And it's really fun.

- Appealing: The visual in particular seemed evocative of intimacy and bonding.

  It shows the closeness and the comfort that you share with your good friends.

- Thematically Consistent: Respondents often reiterated the slogan, asserting that this concept was a particularly accurate representation of the theme.

  This really is a "woman thing." Sitting around, talking with your friends. Talking about life, all sorts of things. And, yes, about men.

- Evoking Product Attributes: Despite the absence of product, the visual seemed to portray a realistic and pleasurable smoking occasion.

  It also really reminds me of cigarettes. I mean, that's when I love to have a cigarette - sitting around, relaxing with a couple of friends.

(iii) **Negatively**, "Don't Ask Don't Tell" was perceived as:

- Meaningless/Inconsistent (Copy): Respondents sometimes criticized either the entire line as meaningless or the phrase "fact-finding" as inconsistent the concept of gossip.

  Gossip isn't about facts, that's the whole point.

  I like the picture a lot, I just don't really get the line.

2070552801

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

- Lacking Product: Respondents often criticized the absence of product in the visual.

  Where's the cigarette? It's weird that it doesn't have one - that's exactly when you smoke, sitting around yakking.

- Stereotypical/Outdated: A few respondents claimed that portraying women gossiping invoked a negative and outdated stereotype.

  "Gossip" - I haven't used that word in a long time. It's a negative word, it puts people down.

2. MODERATELY APPEALING

2.1 "IN YOUR FACE LACE"

(i) Summary

This execution received mixed responses. Some respondents discerned and appreciated a sense of independence and assertiveness. Some, however, did not understand the concept and/or disdained the reference to lingerie.

(ii) **Positively**, "In Your Face Lace" was perceived as:

- Personally Relevant/Realistic: Some respondents recounted experiences of having received gifts of lingerie that they did not wear.
- Conveying Assertiveness/Independence: A few respondents discerned a spirit of independence and assertiveness.
- Playful: Some respondents perceived a spirit of playfulness communicated by the female subject's dress and facial expression.

(iii) **Negatively**, "In Your Face Lace" was perceived as:

- Overly Personal/Sexual: Some respondents rejected involving lingerie in most advertising.
- Not Personally Relevant/Unrealistic: A few respondents rejected the inclusion of lingerie in advertising because of perceived judgments and/or expectations of body images.

  You don't see women my size running around in sexy lingerie. They're not representing me, or most women in this country.

2070552802

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

- Irrelevant: Some respondents did not perceive this execution to be relevant to product/brand.

  I have no idea what they're trying to tell me about Virginia Slims. I don't even see how this relates to cigarettes.

- Confusing/Meaningless: Some respondents found the copy ambiguous and were unsure of the implied composition of characters. A few were unable to discern any interpretation at all.

2.2 "MIRACLE BRA"

(i) Summary

"Miracle Bra" elicited polarized responses. Many appreciated it as realistic and relevant to their lives. Others, however, considered it overly personal or sexual. The visual was often considered confusing, which likely affected responses.

(ii) **Positively**, and fairly often, "Miracle Bra"was perceived as:

- Realistic/Personally Relevant: This execution seemed to vividly represent a situation many respondents claimed to experience.

  That's me exactly. See? Even sitting here I'm pulling and twisting. I can't wait to get this thing off. If I ever did find the perfect bra, you know I'd buy a bunch of 'em.

- Amusing: Respondents sometimes laughed at the concept of buying bras in bulk, even when they considered it realistic.

  That's funny, but it's true. You finally find one you like, you buy a few of them. Then you find something you like better.

- Impactful: This execution generally elicited strong responses, whether positive or negative.

  This is my favorite. It's just so me.

2070552803

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

(iii) **Negatively**, and also often, "Miracle Bra" was perceived as:

- Overly Sexual/Personal: Some respondents rejected the inclusion of lingerie in most advertising, particularly for products they perceived as irrelevant, such as cigarettes.

  It's really nobody's business. I'd be annoyed if I saw this in a magazine.

  What's this ad about? Bosoms.

- Confusing: Many respondents were unclear about the location and identities of the subjects; i.e., what was the relationship between the women.

  I mean, who would stand outside with a bra?

- Irrelevant to Product/Brand: Some respondents remarked that the concept was not relevant to cigarettes.

  What do bras have to do with cigarettes?

  I can relate, but for a lingerie ad, not for cigarettes.

(iv) **Confusing Elements** included:

- Location: Some respondents interpreted the brick wall as the outside of a building. Others were not clear that the subjects were in a dressing room or in front of a mirror. Presumably, this was due to the drawings and would be corrected by photography.
- Composition of Characters: The secondary subject was often identified as her mother or as a salesperson. Furthermore, some respondents did not recognize the mirror and assumed that a third subject was present.

2.3 "MUSCLE BEACH"

(i) Summary

Overall, "Muscle Beach" was also polarizing. Some respondents were unfamiliar with the procedure and, therefore, did not understand the execution. While some who were aware of bikini waxes perceived the execution as amusing and personally relevant, others criticized it as inappropriately personal.

2070552804

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

(ii) **Positively**, and fairly often, "Muscle Beach" was perceived as:

- Personally Relevant/Realistic: Some respondents had experienced bikini waxes and found the concept accurate.

  It's true. Men would never go through that. They're just not tough enough.

- Conveying Empowerment: Some respondents discerned a message of strength in the concept.

  It says women are strong, we can hold up where men can't.

(iii) **Negatively**, "Muscle Beach" was perceived as:

- Overly Personal: Respondents often claimed that a bikini wax was too personal a subject for an ad.

  Now that is really too private. And more women in bathing suits.

- Not Personally Relevant/Meaningless: A substantial proportion of respondents were unfamiliar with the procedure.

  I don't even know what that is, so I don't get it.

- Confusing: Various elements of the execution were confusing to many respondents.

  Is that a man? Oh, it's a woman. Why are they in those outfits? If they had a bikini wax, wouldn't they be in bikinis?

- Outdated ("Weaker Sex"): Some respondents claimed that the phrase and even the concept of "weaker sex" was outdated.

  Nobody says that anymore. It sounds really out-of-date.

(iv) **Confusing elements** included:

- Subject's Gender: Due to the drawing, the foremost subject was often mistaken for a man.
- Choice of Clothing: The scenery was unclear to those respondents who perceived the subjects' clothing as incongruous to a beach setting.
- Bikini Wax: Some respondents simply did not know what a bikini wax was.

2070552805

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

2.4 "CALL WAITING"

(i) Summary

Respondents often varied in their interpretations of this execution. Many respondents did not discern a reference to a dating situation; rather, they perceived the ad as attributing a positive characteristic (sense of responsibility) to women. While they generally appreciated this, most respondents found the ad confusing as the visual was not perceived to fit with the copy.

(ii) **Positively**, "Call Waiting" was perceived as:

- Personally Relevant/Realistic: Respondents sometimes described the concept as personally relevant and/or realistic, though they varied in their interpretations of what the concept actually was.

  That's true. I do return phone calls when I say I will.

  I think they're talking about when a man says that after a date. Yeah, I'd like to say that to a man sometimes.

- Conveying Sense of Responsibility/Competence: Some respondents perceived and appreciated an implication that women experienced a greater sense of responsibility than men.

(iii) **Negatively**, and more often, "Call Waiting" was perceived as:

- Not Personally Relevant: Some respondents did not relate to a dating situation.

  Well, I've been married forever so it's been a long, long time since a man said that to me.

- Confusing: Many respondents did not understand the subject's action or how it related to the copy.
- Irrelevant: Some respondents remarked that this execution was not relevant to the product or brand.
- Negatively Evocative: For some respondents, this execution seemed unpleasantly reminiscent of instances of rejection.

  I try to tell myself not to care, but I do. I can't help hoping a man will call when he says he will.

2070552806

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

(iv) **Confusing elements** include:

- Implied Characters: Some respondents perceived the copy to be directed toward men. Others interpreted a more general reference. Further, respondents were often unclear about who the subject was calling.
- Visual Elements: Respondents expressed confusion about where the subject was, what she was looking at, whether or not she was holding a cigarette, etc.
- Message/Concept: Respondents were often confused or in disagreement about the concept and therefore the message. Questions, for example, about who she was calling and for what purpose, contributed to this effect.

2.5 "LISTEN UP"

(i) Summary

Overall, "Listen Up" elicited somewhat polarized responses: some respondents perceived it as real and personally relevant, while others disdained it as overly sexual and unpleasantly evocative. Response to this execution seemed to vary by age and marital status. Overall, the copy was more appealing than the visual.

(ii) **Positively**, but less often, "Listen Up" was perceived as:

- Personally Relevant/Realistic: Respondents often claimed either to personally identify with this execution, or to believe that it was accurate for many people.

  It's true. It's funny. That picture says it all.

- Conveying Strength: Some respondents perceived that the visual portrayed the woman in a dominant position, conveying strength.

  It says it's all right to get angry and push away when you want to. Be a strong woman.

- Humorous: Some respondents found their interpretation of the execution amusing.

  I would say he's not going to get some tonight if he starts talking about his exes.

2070552807

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

(iii) **Negatively**, The visual in "Listen Up" was perceived as:

- Overly Sexual: Respondents often concluded that the subjects were about to have sex, which several perceived as offensive or inappropriate.

  I gave it a 1 (out of 10). *I don't need to see them having sex.*

  This is too seductive for a cigarette ad.

- Negatively Evocative: Even where respondents identified with it, this execution sometimes seemed to evoke unpleasant thoughts or memories.

  That one hit close to home except her hands should be higher, like around his neck. It makes me feel a little angry. It does bring out a negative feeling.

- Confusing: Some respondents were unclear about the action portrayed in the visual. This may be alleviated by a photograph in which the subjects' facial expressions are more legible.

  I can't tell if she's mad or playful or what.

- Irrelevant: Respondents sometimes remarked that this execution was not relevant to the category or brand.

  I have no idea what they're trying to tell me.

(iv) **Confusing Elements** included:

- Action: Some respondents were uncertain about what action was represented by the subjects' poses.
- Demeanor: Some were also unable to discern the subjects' demeanor or attitudes and thus were unclear which emotions were being portrayed.

3. LEAST APPEALING

3.1 "PILLOW TALK"

(i) Summary

This execution elicited by far the most negative responses. It was invariably considered confusing, overly sexual, and/or meaningless.

2070552808

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

(ii) **Positively**, "Pillow Talk" was perceived as:

- Cuing Product: The only positive comment that this execution elicited was that the visual showed product.

  Well, at least she's got a cigarette.

(iii) **Negatively**, "Pillow Talk" was perceived as:

- Confusing: Respondents most often simply did not understand either the visual or the copy.

  Maybe I'm stupid, but I just don't get it.

- Overly Sexual: Those who did discern the intent of the execution generally perceived it to be overly sexual.

  If I'm getting this right, they're having sex. If I saw this in a magazine, I'd be offended.

- Unrealistic: Both the visual and the message were described as unrealistic.

  What the hell are they doing? I guess she must really like her cigarettes - most people smoke after, *not* during.

  I would never say that to a man. Never.

3.2 "SPIN CYCLE"

(i) Summary

The visual in this execution was almost always considered appealing. The overall concept and copy, however, elicited mixed but often negative responses. Reactions were more positive among the older, married women.

(ii) **Positively**, and fairly often, "Spin Cycle" was perceived as:

- Personally Relevant/Realistic (Visual): Respondents consistently related to the visual.
- Somewhat Personally Relevant/Realistic (Copy): A few respondents did claim to identify with the line.
- Evoking Smoking Occasions: Respondents often remarked that the visual evoked pleasurable smoking occasions.

2070552809

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

(iii) **Negatively**, and fairly often, "Spin Cycle" was perceived as:

- Outdated (Copy): A few respondents rejected the phrase "pick-up line" specifically as obsolete; others claimed that the entire concept was outdated.
- Unrealistic: Respondents often claimed that the concept was unlikely ever to occur.
- Incongruous: The visual seemed to convey a sense of independence and intimacy between the subjects. Some respondents perceived the desire to be approached by men as incongruous to the spirit of the visual.

3.3 "TV DINNER"

(i) Summary

Overall, "TV Dinner" was not well received. While some perceived the concept to be realistic and amusing, most respondents found the copy incongruous and the visual confusing and discerned no relevance to product or brand.

(ii) **Positively**, but less often, "TV Dinner" was perceived as:

- Personally Relevant: Some respondents claimed to have experienced this situation with their partners.

  This exact thing happened to me last night. Pizza and all.

- Realistic (Men): Respondents sometimes asserted that this execution represented men accurately.
- Appealing (Visual): When reacting primarily to the visual, some respondents found the visual appealing.

(iii) **Negatively**, and more often, "TV Dinner" was perceived as:

- Incongruous: Respondents often found the visual disconnected from the concept.

  She sounds mad but she looks happy. She needs to be standing at the door with him coming in with the pizza looking sheepish. That might make some sense.

- Meaningless: Some respondents reacted minimally to this execution, unable to discern any concept at all.

2070552810

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004

Guiles Associates

- Irrelevant: Respondents often questioned the relevance to cigarettes. Some respondents stated that food was particularly incompatible with cigarette advertising.

(iv) **Confusing elements** included:

- Visual vs. Copy: Some respondents perceived the visual as so incongruous to the copy that they were unable to interpret the concept.
- Characters: Respondents were occasionally confused about who was speaking and to whom.

2070552811

Source: https://www.industrydocuments.ucsf.edu/docs/zqlm0004